

Bayim[®] Olur musun



Be My FRANCHISE 2026

24. Franchising & Branded Dealership Expo

15-18 October 2026

Istanbul
YENİKAPI
AVRASYA EXPO CENTER



This is not just an event.
It is an architecture of growth.

Bayim Olur musun? is far more than a platform that brings brands and investors together. Under the leadership of **Medyafors**, which has been building the franchising ecosystem with data, discipline, and sustainability for over **24 years**, where the right brands, investors, and growth models converge.

We do not simply present opportunities.
We transform them into long-term success.

Özhan EREM

Founder & Chairman, Medyafors Inc.



VISIT OUR PORTAL



MEDYAFORS
Sets Profitable Meetings.

24th year

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THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174.

THE GLOBAL POWERHOUSE OF

Recognized as one of the world's leading franchise platforms, Bayim Olur musun? (Be My FRANCHISE) brings together ambitious brands and qualified investors to create sustainable, scalable and long-term growth models. The 24th edition will take place on October 15-18, 2026, at Istanbul, Yenikapı Avrasya Expo Center a strategic crossroads where global franchising decisions are shaped.

MORE THAN AN EXHIBITION: A GROWTH & INVESTMENT PLATFORM

With 24 consecutive years of leadership in franchising, Medyafors is far more than an

event organizer. It is the architect of Turkey's and the region's most advanced franchise ecosystem, connecting brands and investors through data-driven, structured and sustainable systems. **Bayim Olur musun?** goes far beyond a four-day event. Its year-round operating infrastructure continuously attracts qualified investor applications, matches brands with the right investment profiles, and transforms franchise growth into a controlled, measurable and repeatable expansion model.

Today, **Medyafors** operates as a living investment hub, supported by:

- A database approaching 100,000 investor candidates,
- The www.bayimolurmusun.com.tr digital platform,
- **Medyafors** Lounge,
- A dedicated Investor Coordination Department.

This is franchising beyond visibility - this is franchising with strategy, continuity, and results.

INTELLECTUAL CAPITAL: BUILT ON 40 YEARS OF EXPERIENCE

Medyafors' strength lies not only in execution, but in the 40 years of intellectual and institutional capital behind it.

From sector-focused publishing to operating a national on-air business TV channel, and ultimately to building a comprehensive



200
Exhibiting
Brands

35
Countries
Represented

32.652
Visitors

franchising ecosystem, this journey has evolved into a multi-layered, international business platform.

This depth of experience positions **Medyafors** not just as an organizer, but as a standard-setter, trust-builder and ecosystem leader.

GLOBAL NETWORK, REGIONAL HUB POSITION

Medyafors' Istanbul-based organizations function as a regional franchise hub, serving not only Turkey but also acting as a strategic gateway to the Middle East, Europe, North Africa and the Turkic Republics.

By exhibiting at **Bayim Olur musun? (Be My FRANCHISE)**, brands gain privileged access to Turkey one of the world's most dynamic and strategically positioned franchise markets, supported by a strong domestic consumer base, a deeply rooted entrepreneurial culture and high franchise adoption rates.

Beyond Türkiye, exhibitors engage directly with qualified master franchise investors from the Balkans, Central and Eastern Europe, the Turkic Republics of Central

Asia, the MENA region and the Gulf Cooperation Council (GCC).

In parallel, the platform attracts strong diaspora-driven investment demand from key European markets such as Germany, the Netherlands, France and the United Kingdom. At the same time, international brands seeking entry into the Turkish market and surrounding regions gain direct, structured and high-level access to both Turkish investors and multinational investor profiles through a single, highly curated platform.

THE UNWRITTEN CONSENSUS

There is a widely accepted consensus across the franchise landscape: **Medyafors** is the natural and de facto leader of the franchising ecosystem in the region. This leadership has not been built through claims or titles, but through consistency, credibility, results and long-term trust.

THE 2026 VISION: FAR BEYOND FOUR DAYS

The **Bayim Olur musun? (Be My FRANCHISE) 24th Franchising and Branded Dealership Expo** will be held on **October 15-18, 2026**, at **Istanbul, Yenikapı Avrasya Expo Center**.



THE FRANCHISE ECOSYSTEM...



Born in Istanbul in 1961, **Özhan EREM** represents a business tradition rooted in ethical trade, fairness, and long-term partnership values shaped by Istanbul's historic commercial culture. He is a graduate of Galatasaray High School and Marmara University, Faculty of Business Administration (Marketing), and the father of two sons.

FROM EXHIBITIONS TO STRATEGIC PLATFORMS

Entering professional life in 1985 through the exhibition industry, Erem expanded into sector-focused publishing in 1988, launching 14 specialized trade magazines serving various segments of the retail supply chain, and introducing Turkey's first DIY (Do It Yourself) magazine. In the early 2000s, he played a pioneering role in the institutionalization of the Private Label sector in Turkey, contributed to the establishment of the PLAT Association, and organized the country's first Private Label Trade Fair.

FROM MEDIA TO FRANCHISE ARCHITECTURE

Between 2002 and 2012, he founded and operated Expo Channel, a nationally broadcast business television platform. This experience laid the foundation for Özhan Erem's vision of building a data-driven, franchise-led ecosystem designed to enable scalable brand growth under the Medyafors platform.

VISION FOR PERMANENT EXPORTS

At the core of Özhan Erem's strategic thinking lies the concept of Permanent Export. In this vision, franchising is not merely a growth tool, but a strategic mechanism enabling brands to establish lasting, controlled, and scalable international presence, transforming expansion into sustainable, long-term value creation.



The United Arab Emirates (UAE) strengthened its international presence at Bayim Olur musun? (Be My FRANCHISE) 2025 with the debut of the official UAE Pavilion in Istanbul. Hosted by Emirates Franchise with the support of the Abu Dhabi Chamber of Commerce and Industry, the pavilion highlighted the UAE's growing role in the global franchising ecosystem.

UAE SHOWCASES STRONG PRESENCE AT BAYİM OLUR MUSUN? 2025

Turkey's and the region's largest franchise gathering, the **23rd Bayim Olur musun? (Be My FRANCHISE) Franchising & Branded Dealership Expo**, was held on **October 16–19, 2025**, at the **Istanbul, Yenikapı Avrasya Expo Center**. The **UAE Pavilion** marked a significant step in strengthening institutional franchise and investment relations between Turkey and the United Arab Emirates. Organized in cooperation with the Abu Dhabi Chamber of Commerce, the pavilion brought together **14 private-sector brands**, chambers of commerce, and entrepreneurship support institutions, with **Francorp Middle East** among the strategic partners supporting this collaboration.

Strengthening the Franchise Model

Commenting on the participation, **H.E. Noor Al Tamimi, President of Emirates Franchise**, stated that the UAE Pavilion represents an important milestone in reinforcing the country's position as a global franchising hub. Supported by strong institutional frameworks, the UAE continues to promote franchising as an integrated economic model that creates employment, fosters innovation, and offers higher success rates for entrepreneurs. Over the past

decade, more than 600 franchise companies and **2,000 brands** have become active in the UAE, generating annual revenues exceeding **AED 100 billion** with an **average growth rate of 15%**.

Expanding Opportunities with the Turkish Market

Participation in **Bayim Olur musun? 2025** further enhanced bilateral business opportunities between the UAE and Turkey. While approximately **600 UAE-based companies** operate in Turkey across key sectors, Turkish brands—particularly in foodservice, fashion, and retail—have established a strong presence in the UAE. With a franchise market size of USD 50 billion, expected to exceed USD 55 billion in 2024, Turkey stands out as one of the region's most dynamic franchise markets. In this context, **Bayim Olur musun?** continues to serve as a strategic platform for fostering sustainable, franchise-driven partnerships and long-term regional growth.



WHY EXHIBIT?

Exhibiting at **Bayim Olur musun? (Be My FRANCHISE)** provides brands with privileged access to Turkey one of the world's most dynamic and strategically positioned franchise markets, supported by a large domestic consumer base, a strong entrepreneurial culture, and high franchise adoption rates.

Beyond the Turkish market, exhibitors engage directly with qualified investors from the Balkans, Central and Eastern Europe, the Turkic Republics of Central Asia, the MENA region, and the Gulf

Cooperation Council (GCC).

The platform also attracts strong diaspora-driven investment demand from key European economies such as Germany, the Netherlands, and France, where Turkish-origin entrepreneurs actively seek proven, scalable franchise concepts. With a single exhibition presence, brands unlock multi-region expansion, cross-border master franchise opportunities, and a year-round international growth pipeline - all within one highly curated, investment-ready platform.

The center of growth is clear. The decision is yours.

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How can you participate?

We offer you various options for participating in the **Bayim Olur musun? (Be My FRANCHISE) 24th Franchising & Branded Dealership Expo**. You can promote your brand by purchasing stand space or participate in the event through sponsorship opportunities. For detailed information about participation options, please contact us at the numbers below.

This year, we are offering an ideal platform to make new beginnings, grow, spread your brand, and meet leading names in the investment world. Reserve your place now at the fair, which will be held from **15-18 October 2026**, and take a strong step towards the future!

Strategic Location...

Located at the intersection of Istanbul's main transportation networks - including metro and sea transport - and positioned directly on the Marmara Sea coastline, the 12,000 sqm **Istanbul, Yenikapı Avrasya Expo Center** offers exceptional accessibility. Its proximity to the Historic Peninsula provides extensive accommodation and cultural opportunities for international participants.



PUBLIC TRANSPORT

İETT Routes (www.iETT.istanbul) Next to the **Yenikapı Etkinlik Alanı** bus stop.
MARMARAY Halkalı-Gebze (Walking from Yenikapı Station / Access via İETT)
M1A Yenikapı-Atatürk Airport metro. **M2** Yenikapı-Hacıosman metro.
M1B Yenikapı-Kirazlı metro.
Note: The exhibition area is a 15-minute walk from the 'YENIKAPI' stop.



www.bayimolurmusun.com.tr



1.974.356+

Average Monthly Portal Views.



100.000±

Up-to-date Investor Profiles.

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